



**Cheaper to Build
A Warm House than
To Heat a Cold One**

What We Want You to Know About



You May Not Know

That one-half inch **Flaxlinum** applied to the side walls and roof of your home will save you thirty per cent on your fuel bill,

But It's True

You May Not Know

That **Flaxlinum** is made from flax straw, thoroughly degummed and chemically treated,

But It's True

You May Not Know

That **Flax** fiber is a series of caged air cells, and while dead air is a perfect insulation, it is impossible to secure it, unless it is caged off into small apartments as in a **Flax** fiber,

But It's True

You May Not Know

That **Flax** fiber is the most indestructible insulating material known,

But It's True

You May Not Know

That **Flaxlinum** is a clean, strong, durable linen felt,

But It's True

You May Not Know

That one-half inch of **Flaxlinum** is equal to thirty thicknesses of building paper,

But It's True

You May Not Know

That **Flaxlinum** is a life-long investment,

But It's True

You May Not Know

That the cost of **Flaxlinum** in your home will be fully covered in the fuel saved,

But It's True

You May Not Know

That every user, up to this writing has proven a booster,

But It's True

You May Not Know

That **Flaxlinum** will make your home wind and frost proof,

But It's True

You May Not Know

That we try to make warm friends, and keep them,

But It's True

You May Not Know

That **Flaxlinum** is rat and vermin proof,

But It's True

You May Not Know

That **Flaxlinum** quality cannot be duplicated elsewhere,

But It's True

You May Not Know

That **Flaxlinum** defies twenty degrees below zero weather,

But It's True

You May Not Know

That **Flaxlinum** is worth ten times what it costs,

But It's True

You May Not Know

That **Flaxlinum** will make your home ten to fifteen per cent cooler in summer,

But It's True

You May Not Know

That **Flaxlinum** is cheaper and better than back-plaster,

But It's True

You May Not Know

That **Flaxlinum** is as efficient in fifty years as the day it is installed,

But It's True

You May Not Know

That we have what we advertise,

But It's True

You May Not Know

That it is cheaper to build a warm house than to heat a cold one,

But It's True

You May Not Know

That **Flaxlinum** is always better than seems necessary,

But It's True

You May Not Know

That one-half inch of **Flaxlinum** is equal to four solid inches of back-plaster,

But It's True

You May Not Know

That **Flaxlinum** is flexible enough to allow for the settling of the building without tearing, and that it will remain self-sustaining and rigid,

But It's True

You May Not Know

That we do not try to cover up defects with paper,

But It's True

You May Not Know

That **Flaxlinum** defies heat, cold and noise,

But It's True

You May Not Know

That we want your approval on **Flaxlinum**,

But It's True

You May Not Know

That **Flaxlinum** is the easiest insulation applied,

But It's True

You May Not Know

That as a result of a recent government investigation **Flaxlinum** is the most efficient insulation on the market today,

But It's True

You May Not Know

That we flange **Flaxlinum** to fit between studdings, to take the place of back-plaster,

But It's True

You May Not Know

That we want to give you detail information and guidance in the use of **FLAXLINUM**,

But It's True

You May Not Know

That **Flaxlinum** has imitations, but no equals,

But It's True

Northern Insulating Co.
Saint Paul, Minnesota

SAVE

30% On

Your

A WELL BUILT HOUSE IS THE CHEAPEST

Fuel Bill



FLAXLINUM is a gilt-edge investment. The original cost all comes back in fuel saved, after it has paid for itself, it still goes on saving 30% on your fuel, keeping your home comfortable in winter and summer. There are very few things you can put into your home that will give you the service Flaxlinum does.

What, then, is your conclusion? Is it not that old axiom: "A well built house is the cheapest?" We are not only appealing to you to insulate your home because you can save from 25% to 30% on your fuel bill,—however, that in itself might well be reason enough,—but aside from the money side of it, we feel it is worth something to you, call it comfort if you like, to live in a house that is from 10 to 15 degrees cooler in the

summer time, that is comfortable in winter, that is wind and frost-proof, that is healthier because of the more uniform temperature maintained.

About two weeks ago—or was it three—a woman up in Alaska wrote us asking, "What is this wonderful thing, Flaxlinum, that will keep a home warm in winter?" She had met a couple from Blooming Prairie, and had heard about Flaxlinum.

You see how it spreads! But, to us, it is the commonest thing in the world to have an inquirer say: "So and So, who has Flaxlinum in his home told me

about it."

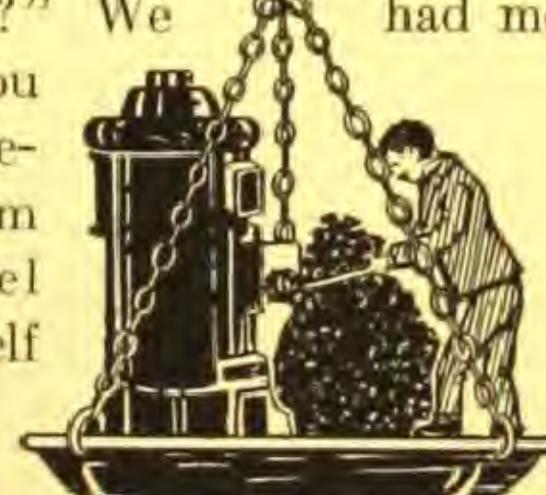
The true economist, when he builds his home embodies in it the modern twentieth century ideas,

which usually are the result of scientific advancement.

We would like to have you send us in a set of your plans—it will place you in no obligation—so that we can tell you what it will cost you to insulate your home. If your plans are not yet out, let us take the matter up directly with your architect.

We want to be of all the service we can to you to make your home ideal and we are going to ask you to co-operate with us by asking us anything about Flaxlinum that is not clear to you.

We invite correspondence.





Northern
Saint Paul

Flaxlinum
TRADE MARK REGISTERED

Insulating Co.
Minnesota



"HERE IS" as Helen Easthorn says, "a charm about an attic room that is not entirely due to its dormer windows and the cozy slope of its ceiling. Perhaps it is partly because of our natural tendency to go up to the top of things. Trees seem made for boys to climb; men risk their lives eagerly to reach the summit of a

mountain peak, and who will not brave the glare of the sun and the sting of the wind to live on a hill-top?

"In the room illustrated the occupant has made a virtue of necessity by placing bracketed shelves around a post which had to be there for support of the roof. These hold the books one likes to have near at hand; and on the top shelf the hours are ticked away by a small mahogany 'Cathedral' clock.



"Such a room embodies most of the qualities to be desired in the room which has to be a sleeping-room, not devoted entirely to that purpose. It should be one's own particular haven, offering peace and comfort, inviting industry, and satisfying the natural desire for beauty in one's surroundings."

That an attic room may be comfortable and healthy, insulation is needed in the roof. In the winter the heat escapes through the roof, in summer it pours in making the room hot and stuffy, uncomfortable and unhealthy.

The insulation is just as necessary in the roof, if not more so, as it is in the side walls. Don't overlook making the attic rooms comfortable.



"Red Flannel" Type Homes

A fable appeared in the Daily Press a short while ago, in which a distinguished architect was invited to a great feast by a certain rich man. The architect prepared for the entertainment with his usual care.

Standing before the mirror, his attire was perfect, from his immaculate white tie to his fashionable pumps.

On his arrival, he found a place in the middle of the room, but his appearance caused consternation among the guests. Upon remonstrance from his host for the peculiarities of his costume, the architect called attention to the correctness of the cut of his garments.

"True," assented the rich man, "but why are the sides and back of your clothing of red flannel?"

Then the great architect explained that these guests were his clients and he wished to honor their judgement

Below is the picture of a home insulated with Flaxlinum, belonging to Samuel E. Atkins, at 1921 Woodland avenue, Duluth, Minnesota. The architect was Arthur Hanford of that city.

by adopting in his dress the principles which they used in their dealings with him.

"When we design a building for these rich men, in which they carry on their great enterprises, we do not make it beautiful or serviceable on all sides. We pay attention only to how it will look in the front, and what we put in it, other than the front, doesn't matter."

I thought when I read the fable that the writer must have had in mind Flaxlinum insulation when he wrote it. Certainly, you do want your home beautiful, but first it must be serviceable. A well built home, one that is warm in winter, and cool in summer, wind and frost proof is just, if not more, as essential as a beautiful home. Don't make the mistake of being carried away by what the look of the exterior will be and forget about what should go into it.

The half-tone below is a picture of Mr. John G. Williams' residence, which is insulated with Flaxlinum. It is located at 2601 East Second street, Duluth, Minnesota. Mr. Williams' architect was Frederick W. Perkins of Chicago, and Mr. F. H. Fitzgerald was the engineer.

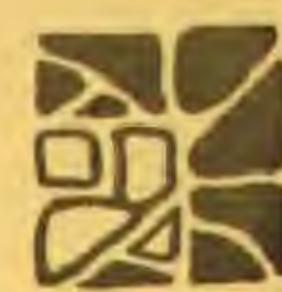




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Saint Paul

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The American Romance

Arnold Bennett says, "The American Romance is in the large office buildings and the marts of trade; it is the romance of great achievements in commerce, in industrial leadership. And it is a wonderful romance; the child of the world's nations is leading them."

That is an Englishman's view of it, of course, but to us, the American Home is the American Home. It's natural that the skyline, when coming into New York with its great structures, would give a foreigner such an impression as Mr. Bennett received. To look ahead is to romance. We are all standing half way between the death of old impulses and the birth



of new aims. It is into the home which goes "the ancient love of man for his shelter," and that which holds for woman, "all the treasures of her eyes, her mind, her heart." We are all daily looking forward to the quiet undisturbed peace of home after the work-a-day world is over; to the smoke of the ruminant cigar or pipe; to the softly crackling embers, and to the family about.

You know how it all is. And that is the **real** American Romance. Sentimental? Perhaps, but isn't it true?

And let me tell you when the cold winds blow and the thermometer drops way low, that Flaxlinum goes a long way in making the home cozy, in making the American Romance what it is. It has a place in the Romance just as much a place as the coal that keeps the home warm.



Applied between studding

Flaxlinum

Is equal to four solid inches
back plaster



Always Better Than

Flaxlinum

Seems Necessary



"OLD, and I've a good heating plant."
"Have lots of coal! Never used so much before."

"Well! House was cold as a barn."

"Coal bill high!"

"B-r-r-r! It was cold."

"Poor contractor."

"Architect no good."

"Too hot in summer."

"Had to stay in the basement to keep cool."

"House didn't look like what I planned it."

Too this, too that—wish I hadn't built, sort of complaints and exaggerated abuses are not the unusual. In these days of conservation the insulation of buildings,—and especially of thin-walled buildings such as the average home,—against cold in winter and heat in summer should be a matter of especial consideration. There



really is no reason why the thousand complaints of cold houses, uncomfortable in summer and high coal bills should exist. The side walls of a home can be lined with Flaxlinum, which is a board form of insulation, made from the stalk of flax, after the seed has been threshed out. It is the most efficient material known to prevent the passage of heat through the side walls and roof. This preaching should no longer be the **uncommon sense** but the **common sense**, and since preparedness seems to be the word of today, every home builder should insulate his home with Flaxlinum, for he can save 30% on his fuel bill and have a wind and frost proof house.

There is one thing about it, and any architect, contractor or builder in the country will agree, that **it is cheaper to build a warm house than to heat a cold one.**

Likewise, the Fireless cooker companies have found that the use of Flaxlinum strengthens their sales because of the increased efficiency gained.





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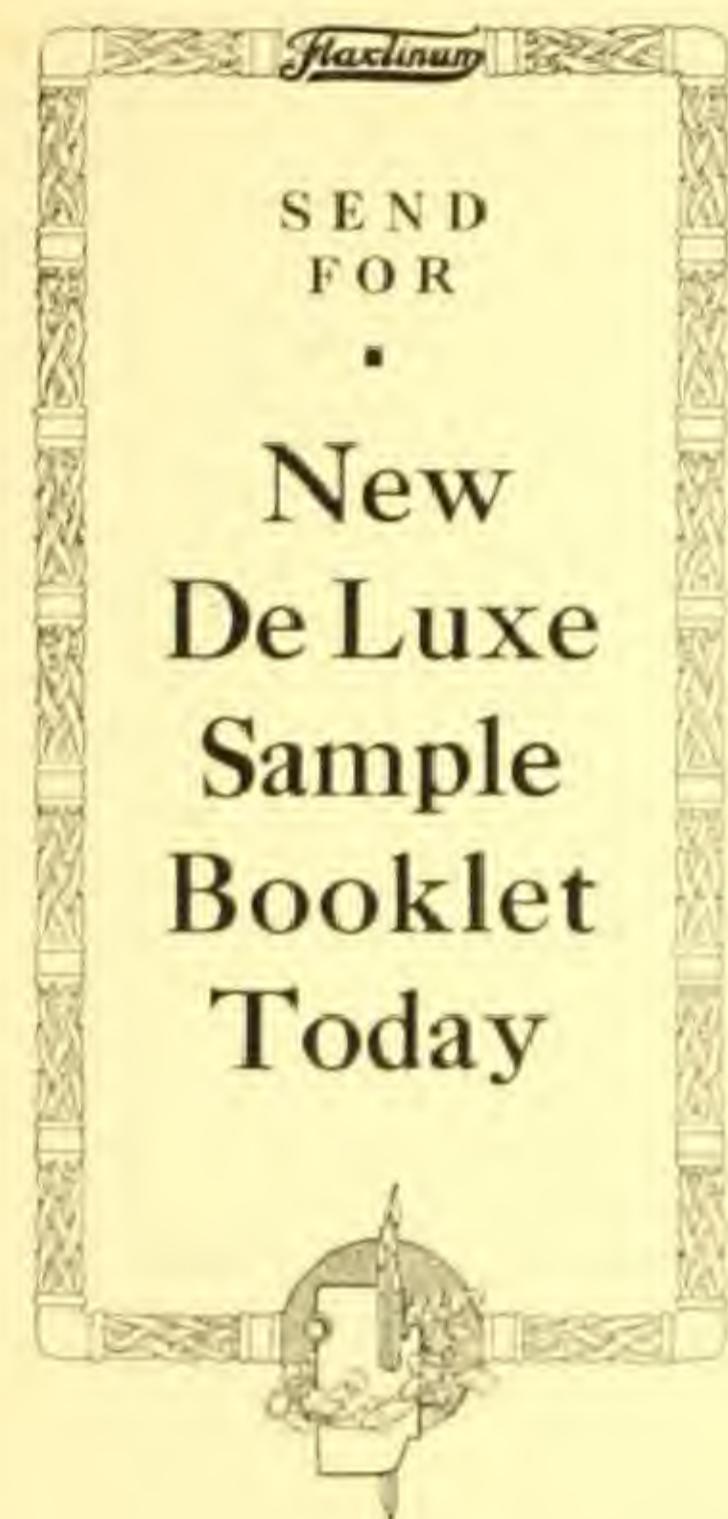
Insulating Co.
Minnesota



The above half-tone is of Mr. W. E. Hoppe's home, at Austin, Minnesota. He is very much pleased with the results Flaxlinum has given him and like thousand of others is a booster.



THIS is a home that suggests a southern clime or California, however it is in Sheffield, Iowa, and is Insulated with Flaxlinum. To live in a house that is warm in winter—that is comfort, but to live in a house that is cool in summer that is more, so much more!



WE'RE all familiar with Dr. Johnson's irritated remark: "Boswell lend me a shilling, *not* to be repaid." We can forgive the good Doctor's aversion to paying the pound of flesh, *but* when you build your home you want to know in advance you're going to be repaid by living in a home that is warm in winter, cool in summer, wind and frost proof. You know it's cheaper to build a warm house than to heat a cold one. Don't you?



These three homes in Redwood, Minnesota, are insulated with Flaxlinum, and are giving a service that is particularly gratifying.

THE FLAX, after it has been threshed is cooked in huge digestors and treated chemically, which makes it not only vermin proof, but mice and rat proof. After the water has been drained off it is rolled out in sheets by felting machines, a picture of which is shown on this page. From the felting machines it is taken to the kilns where it is dried. The product really is a blanket of unbleached linen in board form.

C. M. TAPAGER
CONTRACTOR AND
BUILDER

Albion Lee, Minn.
March, 12, 1916.

Northern Insulating Company,
St. Paul, Minn.
Gentlemen:-
Your Flaxlinum for insulation has proven very
satisfactory in every respect. I believe it to be
as good, if not better, than any insulation of its
kind.

Yours very truly,
C. M. TAPAGER

CARLSON & HASSLEN
CONTRACTORS AND
BUILDERS
ORTONVILLE, MINNESOTA
PLANS AND ESTIMATES FURNISHED
FOR ALL KINDS OF BUILDING

ORTONVILLE, MINN.
March, 13, 1916.

Northern Insulating Company..
St. Paul, Minn.

Gentlemen:-
Replying to your letter of the 11th inst..
will say that we think Flaxlinum is O. K., and we
have heard nothing but that all parties, where we
have used the Flaxlinum are satisfied, and thi
we can use more or less of it this season for
purposes.

Yours very truly,
John Carlson

EDW. P. SHURICK
HAROLD A. HANSEN
SHURICK & HANSEN
(INCORPORATED)
ARCHITECTS
403 TORREY BUILDING
DULUTH

Northern Insulating Co.,
St. Paul, Minn.
Gentlemen:-

A word regarding FLAXLINUM.
In the flat building located at 1421
East Superior Street, for the Charles P. Craig Co.,
we desired to secure a sound proof floor. After
considerable thought we decided to adopt your
specifications.

The results obtained by this method
has given us a very satisfactory job of sound proof
ing. You can drop heavy furniture on the floor in
the flat above with very little indication of sound
in the lower flat.

Yours very truly,
Edward Shurick

I recommend it as a
off cold in Winter and heat in Summer.
No one will make a mistake by putting
Flaxlinum in their home.

Cordially yours

F. Budock,

Yours 29/15-
401 Lake St.
Waukechka
Northern Insulating Co.
St. Paul Minn.

I am writing to you
Flaxlinum and think it
is the only thing to use.
H. L. Douglass

Eau Claire Jan 31-16

Gentlemen:-
I believe that
Flaxlinum is a good
insulator.
Sincerely
L. D. Tyquall

SAM E. ATKINS
DULUTH, MINNESOTA

March 8th, 1916.

Northern Insulating Company.
St. Paul, Minnesota.

Gentlemen:-
of I used Flaxlinum in the construction
of my house not only because it was recom-
mended highly by others who had used it,
but also because an examination of the
material itself and the way it is put on
appeals to a man who is seeking to build
a warm house.

Flaxlinum, I feel, is one of the
features which has materially helped to
reduce our coal bills and at the same time
kept us comfortably warm and free from
draughts. I have had no reason to regret
using it.

Very truly yours,
Sam E. Atkins



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March, 12, 1916.

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ARCHITECTS
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March, 11, 1915.

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Edw. P. Shurick

La Crosse Jan 31-16
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Sincerely
L. D. Fitzgerald

SAM E. ATKINS
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March 8th, 1916.

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St. Paul, Minnesota.

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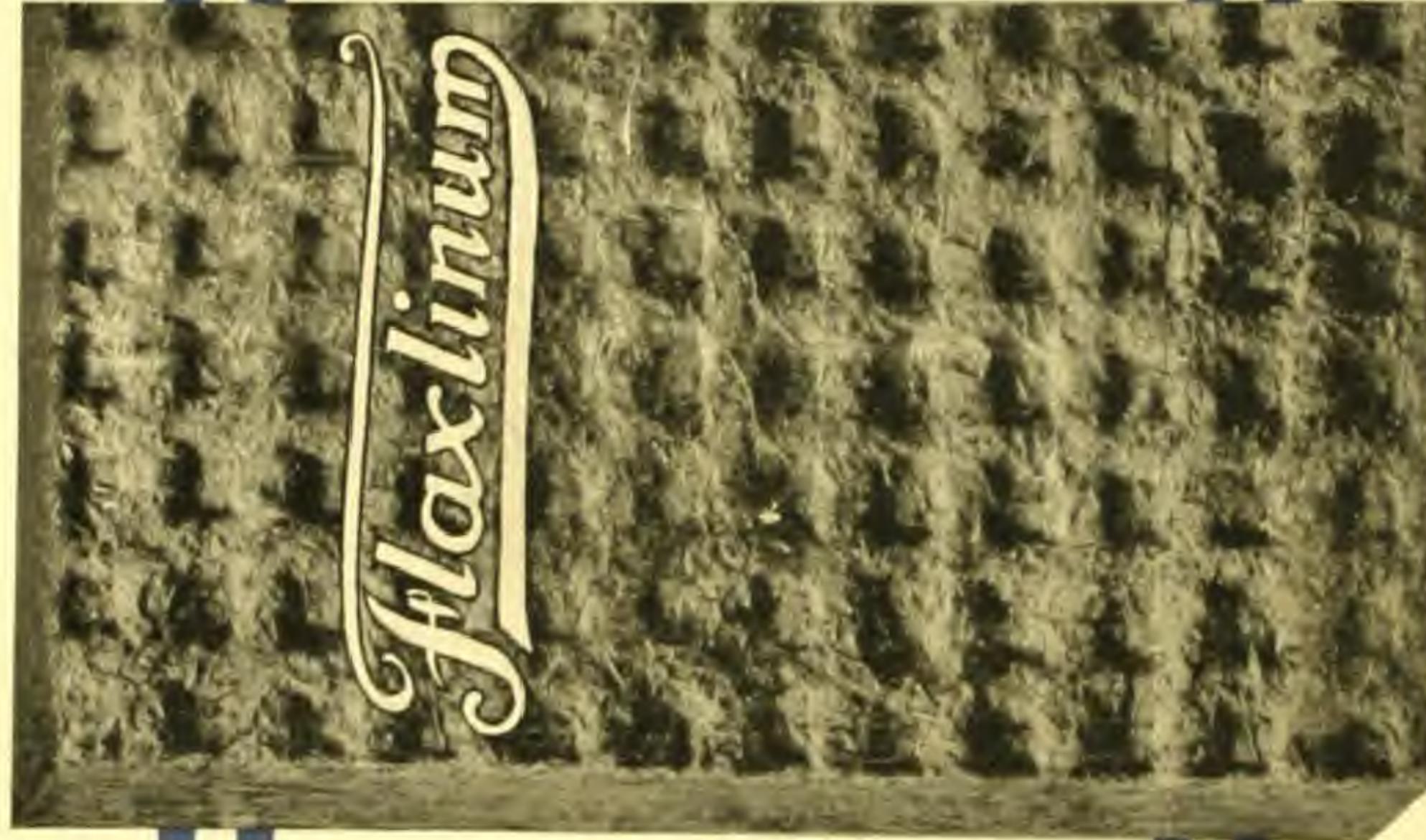
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Sam E. Atkins

HERE'S THE REASON

WANT
YOU
WHAT

TELEPHONE GREENE 3271 NEW YORK
366 FIFTH AVENUE
GENERAL DISTRIBUTOR
L. E. NEWPORT
FOR SAMPLES, PRICES AND OTHER INFORMATION
WRITE, TELEPHONE OR CALL UPON

Northern Insulating Co.
St. Paul, Minn.



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